Sounds of Science

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"THE SOUNDS OF SCIENCE . . . PRESENTED BY WISN IN COOPERATION WITH THE MILWAUKEE SCHOOL OF ENGINEERING . . . DESIGNED TO ACQUAINT YOU WITH THE T E C H N O L O G Y OF OUR EVER-EXPANDING WORLD."

Each weekend this announcement is broadcast by WISN radio (1130), the only 50,000-watt station in Wisconsin, and it introduces listeners to a five-minute public service program inaugurated back in August 1960.

Since its inception, the purpose of the program has been to inform the radio audience about current engineering and technological developments, and new scientific break-throughs as they occur.

Members of the MSOE faculty and staff have been guests on the program, discussing topics of their choice with Tom Lambert, program moderator and program manager at WISN radio.

Topics have been many and varied: color television, transistors, inertial guidance and navigation systems, plastics, bio-engineering, instrumentation in medicine, high voltage transmission, jet propulsion, earth satellites, the story of horsepower, new wonder drugs, the mysterious whistler discovered in the Van Allen radiation belt, lasers, cryogenics, fluidics, human factors engineering, and many others.

In July 1961, the American College Public Relations Association awarded Sounds of Science a citation for effective educational programming, in competition with dozens of other college-produced radio programs throughout the country.

Sounds of Science currently is being broadcast at 1:30 pm on Saturdays, and 1:30 and 8:30 pm on Sundays.